



For story, contact:

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Attn: Assignment Editors/News Desk

**** SATELLITE FEED ****

Available to all stations/networks,

Friday, September 1, 2005

'Responsibility Has Its Rewards'

Traffic Safety is Key at the Labor Day NASCAR NEXTEL Cup Series Sony HD 500 Race

Key Message: California Office of Traffic Safety, California Highway Patrol, California Speedway, Richard Petty Driving Experience and RADD celebrity messenger and international recording artist Josh Kelly embrace the 'Responsibility Has Its Rewards' national traffic safety campaign with the message 'Buckle-Up, Every Trip, Every Time' at the NASCAR NEXTEL Cup Series SONY HD 500 race, in support of the NASCAR/NHTSA Traffic Safety Alliance.

SATELLITE FEED:

1:30p – 1:45p (PACIFIC)

KU BAND SBS6 / transponder 5 full

Audio: 6.2 & 6.8, downlink frequency: 11823 horizontal

For technical information contact:

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Station BUMP IN- NASCAR, Hollywood and law enforcement have joined US DOT, TEAM and RADD for the *Responsibility Has Its Rewards* national traffic safety campaign. RADD celebrity messenger and Hollywood Records artist Josh Kelley will be at California Speedway this Labor Day weekend reminding fans to Buckle Up! (:20)

{ RHIR VNR }

Station BUMP OUT- If you want to learn about the *Responsibility Has Its Rewards* campaign and enter for a chance to win a VIP NASCAR and Richard Petty Driving Experience package, go to www.RHIR.org and pledge to Buckle Up Every Trip, Every Time. (:15)

For more information, please contact; BLU MOON Group, Judy Diethelm, judy@blumoon.com , 310-245-1166